



Discover How...

Arry's Roofing Services Inc.
Secured 70% of their Business from
Repeat and Referral Customers!



The Challenge

After 25 years in the roofing industry, Arry's Roofing Services Inc. realized they were spending 90% of their marketing budget trying to acquire new business. With the help of gFour Marketing, Arry's was able to automate their entire marketing program while securing 70% of their total business from repeat and referral customers.

The Solution

To show their appreciation and ensure repeat customers and referrals, Arry's began using a combination of our Premium and Deluxe programs, including:

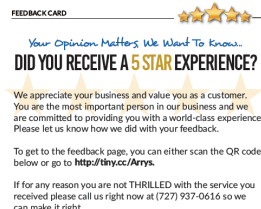
- Thank You Card with Gift Card
- Referral Rewards Program
- Referral Appreciation Program
- Happy Home Gazette Email & Print
- Personalized Emails
- A Thank -You cookie gift
- And More!



The Results

By refocusing on and investing in repeat and referral customers, Arry's Roofing saw:

- **Increase of 63% from repeat and referral business (they went from 7% - 70%)**
- **Did over \$11,000,000 in Revenue from Repeat and Referral Customers**
- **Consistent business growth of 10% each year**



"You need a solid appreciation and referral program to stay in constant communication with your customers. Look at this as an investment—it all costs money—but in the long run, if you stick with it, you'll reap the dividends in the years to come. Let it be the backbone of your marketing program and the money will line up."

Matthew Housh, Arry's Roofing Services Inc.
Tarpon Springs, FL